

Rep	Ordet#				
EC'd	YES	6830033	Ver#	2	Status
					Returned

Traffic Order# 103694
Printed: 06/28/2012 10:14 AM
Last Received: 06/27/2012 6:57 AM
Showing Bounding: All Lines

۱

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#

Agency () SHORR,JOHNSON,MAGNUSS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency CPT/P2/E //30S
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

BERKLEY FOR SENATE -30S WEEK 1 SC=*

— REMARKS —

PLEASE SEE NA LINE 48-T HANKS!

Rep Order# 6830033 Ver# 2 Status Returned
EC'd Yes

Printed: 06/28/2012 10:14 AM
Last Received: 06/27/2012 6:57 AM

2 of 6

Station KSNV-TV LAS VEGAS, NV.

Advertiser () BERKLEY FOR SENATE

Product 30S

Estimate# MICHAEL DETTORRE

Buyer Phone#

Fax#

LT In Day Time Program

--- --- --- ---

9 TU-TH, SU 430A-450A

Buyline Comment: EARLY

10 M 430A-450A

Buyline Comment: EARLY

11 M 12P-1230P

Buyline Comment: NEWS

12 TU-F 1230P-1230P

Buyline Comment: NEWS

13 TU-F 9A-10A

Buyline Comment: TODAY II

14 M 9A-10A

Buyline Comment: TODAY II

15 M 1230P-1P

Buyline Comment: AGENDAY

16 TU-F 1230P-1P

Buyline Comment: AGENDAY

17 TU-F 11A-12P

Buyline Comment: RACHEL RAY
Buyline Comment: RACHEL RAY

18 M 11A-12P

Buyline Comment: RACHEL RAY
Buyline Comment: TODAY 3

19 M 10A-11A

Buyline Comment: TODAY 3

Traffic Order# 103694
Agency () SHORR,JOHNSON,MAGNUS

1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103

Flight Dates //30S
Hiatus Weeks

10/30/2012 - 11/05/2012

Salesperson FAX#

215-568-6540
215-568-1845

Spots/Week # of Weeks Total Spots

Dates

Len Rate

11/05-11/05

:30 \$150.00

1

1

1

1

\$150.00

:30 \$175.00

11/05-11/05

:30 \$175.00

10/30-11/02

:30 \$175.00

10/30-11/02

:30 \$175.00

11/05-11/05

:30 \$175.00

11/05-11/05

:30 \$150.00

11/05-11/05

:30 \$150.00

10/30-11/02

:30 \$150.00

10/30-11/02

:30 \$150.00

11/05-11/05

:30 \$150.00

11/05-11/05

:30 \$150.00

11/05-11/05

:30 \$150.00

11/05-11/05

Total Cost Daypart

\$600.00 -----

\$1,400.00 -----

\$350.00 -----

\$150.00 -----

\$600.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

\$150.00 -----

Showng Bylines: All Lines

Rep Order# 6830033 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103694
Printed: 06/28/2012 10:14 AM
Last Received: 06/27/2012 6:57 AM

Showing Buylines: All Lines
Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#
Fax#

4 of 6

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103

Salesperson () AMY MCCREARY

Agency CP1/F2/E
Flight Dates //30S
Hiatus Weeks 10/30/2012 - 11/05/2012

Rep Firm
Sales Office () PHILADELPHIA
Salesperson FAX# 215-568-6540
215-568-1845

Agency CP1/F2/E
Flight Dates //30S
Hiatus Weeks 10/30/2012 - 11/05/2012

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT In Day Time Program

Spots/Week # of Weeks Total Spots Total Cost Daypart

Len Rate Dates

Spots/Week # of Weeks Total Spots Total Cost Daypart

31 SA 730P-8P
Buyline Comment: VEGAS INC

Spots/Week # of Weeks Total Spots Total Cost Daypart

32 TU-F 630P-730P
Buyline Comment: JEP/WHEEL

Spots/Week # of Weeks Total Spots Total Cost Daypart

33 M 630P-730P
Buyline Comment: JEP/WHEEL

Spots/Week # of Weeks Total Spots Total Cost Daypart

34 SA 630P-730P
Buyline Comment: JEP/WHEEL

Spots/Week # of Weeks Total Spots Total Cost Daypart

35 SU 830P-930P
Buyline Comment: NEWS IN PRIME AFTER NFL

Spots/Week # of Weeks Total Spots Total Cost Daypart

36 F 9P-10P
Buyline Comment: GRIMM

Spots/Week # of Weeks Total Spots Total Cost Daypart

37 E 8P-9P
Buyline Comment: WHIT/COMM

Spots/Week # of Weeks Total Spots Total Cost Daypart

38 W 9P-10P
Buyline Comment: SVU

Spots/Week # of Weeks Total Spots Total Cost Daypart

39 W 10P-11P
Buyline Comment: CHICAGO FIRE

Spots/Week # of Weeks Total Spots Total Cost Daypart

40 TH 10P-11P
Buyline Comment: ROCK CENTER

Spots/Week # of Weeks Total Spots Total Cost Daypart

41 TU-F 1235A-135A
Buyline Comment: FALLON

Rep Order# 6830033 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 103694

Printed: 06/28/2012 10:14 AM
Last Received: 06/27/2012 6:57 AM
Showing Buylines: All Lines

6 of 6

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 30S
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR,JOHNSON,MAGNUS
1831 CHESTNUT ST. #602
PHILADELPHIA, PA 19103
Agency C/P1/PZ/E //30S
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	52	SA	1130P-1A		:30	\$550.00	11/03-11/03	1	1	1	\$550.00	---
				Buyline Comment:								

Rep Firm	Sales Office	Salesperson	
() PHILADELPHIA	() PHILADELPHIA	() AMY MCCREARY	
Salesperson Phone#	215-568-6540	Salesperson FAX#	215-568-1845

—REPORT TOTALS—
Report Totals: 168 / \$48,575.00

—SALES MONTHLY TOTALS—

Nov 12: 168 / \$48,575.00
Sales Totals: 168 / \$48,575.00
Station Totals: 168 / \$48,575.00
Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$242,875	CATV	0%	KBLR	0%	KINC	0%	KLAS	32%	KSNV	20%
		KTNV	21%	KTUD	0%	KVCW	1%	KVNY	1%	KVNU	25%
		XXXX	0%								

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+